



COMMUNICATIONS SPECIALIST

Service Team Position Description

SUMMARY Enhance public awareness and support of Girl Scouting through regular two- way communication with volunteers, community contacts and local media. Serve as a vital link between the community and the Council Marketing and Communications (MarCom) Team.

SUPPORTED BY Member Support Executive (MSE)

APPOINTMENT Appointed by MSE for one year; reappointment based on annual evaluation.

RESPONSIBILITIES/DUTIES

- » Maintain an active updated contact roster for all volunteers within the Service Unit.
- » Manage a Service Unit email account with MSE access that is passed on to the next Communications Specialist.
- » Collect photographs and articles to highlight and promote Service Unit activities and support troops in submitting media to the Council MarCom Team.
- » Send regular communication to volunteers with updates on events, meetings, and council programs.
- » Maintain the Service Unit's chosen communication platforms such as Facebook Groups, Service Unit website, email, newsletters, Band, etc. Ensure the MSE has full access to all of these communication platforms.
- » Attend regular Service Team and leader meetings and participate in the annual Service Unit plan of work.

REQUIREMENTS AND QUALIFICATIONS

- » Present a positive image of Girl Scouting to girls, volunteers, and community members.
- » Comply with all GSUSA and Council policies and procedures, including [Volunteer Essentials](#), [Safety Activity Checkpoints](#), and the [Volunteer Terms and Conditions](#); recognize, understand, accept, and support all Council goals and objectives, including the [Diversity, Equity, Inclusion, and Racial Justice Policy](#).
- » Be guided in all actions by the Girl Scout Mission, Promise, and Law.
- » Be a registered member of GSACPC with a current background check.
- » Complete Communications Specialist training.
- » Complete the annual [Volunteer Agreement](#).
- » Complete Looker Access Agreement to access GSUSA data system.
- » Participation in Authentic Leadership Community workshops recommended.

By signing this agreement, I acknowledge that I have read, understand and agree to all responsibilities and requirements listed in the Communications Specialist Position Description. In addition, as a volunteer serving in a Service Team position, I understand that some of my work will involve access to information/records that are considered confidential. I acknowledge my responsibility to respect the confidentiality of all volunteer and troop records, to follow council procedures in order to protect privacy and to act in a professional manner. I further understand that if I am found misusing confidential material or not protecting the privacy of others through my actions, I may be released from my position immediately.

SIGNATURE OF VOLUNTEER _____ DATE _____

PRINTED NAME _____ SERVICE UNIT _____

Thank you for your time and commitment!